

Member communication plan before and after reopening the fitness club

It is essential to communicate openly with all members of your gym, including those who no longer have an active membership, to let them know exactly when the fitness club reopens and under what conditions. Explain what measures were implemented for their safety and that of your team and encourage them to avoid visiting during peak hours.

Use all communication channels:

- Gyms' website
- Facebook page
- Instagram page
- Mobile app
- Online member account
- Newsletter

During this time, it is advisable to start creating videos with footage from the gym - simple, authentic, and friendly.

Below some of our suggestions for communicating with members over several weeks.

Two weeks before reopening

- ✓ Send a mass email to all active members announcing the date and time of the reopening, as well as the new rules regarding access restrictions, what measures will be taken for their safety, and any changes that might occur in the way your gym now operates
- ✓ Announce the reopening of your club on your Facebook / Instagram pages or on any other social media channel
- ✓ Create videos with the PTs and instructors to urge members to return to the gym
- ✓ Post pictures from inside the gym to show members all the changes you have made for their safety (e.g. placement of disinfectant gel dispensers, etc.)
- ✓ Post all the new rules regarding the club's bylaws - different schedule, towel requirement, class booking system, etc.

A week before reopening the fitness club

- ✓ Send an email to all active and inactive members reminding them of the reopening date as well as the new rules. Also, if available include the class schedule.
- ✓ Post daily the changes made in the club and all aspects that the members must be aware of, as openly and honestly as possible
- ✓ Post the new rules on your website and amend the class schedule
- ✓ Update the gyms' schedule on your website, on social media pages, as well as on Google Business
- ✓ Updates the gyms' presentation photos to illustrate the way it works now

A day before reopening the fitness club

- ✓ Send a new email to active members informing them that you have unfrozen their membership (if applicable) and the conditions under which the gym reopens
- ✓ Post a few times during the day to remind everyone of the reopening and the new rules

Opening week

- ✓ Post photos and videos with members training in the club; the training conditions and how group fitness classes take place
- ✓ Remind members of the new rules and encourage them to use the online services you provide as much as possible.
- ✓ Make public the time slots with the least traffic and encourage members to visit the gym during that time

The weeks following the opening

- ✓ Continue to post as often as possible how the club is thoroughly cleaned, the disinfectants available for members, and how to access the club.
- ✓ Announce both by email and on your social media pages any changes you make to the well-functioning of the club, no matter how small